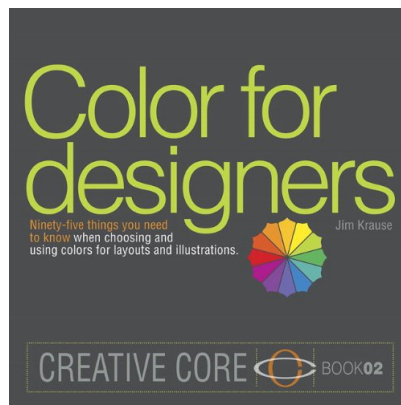


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Most of today's books on color lean in one of two directions: toward heavy-handed theory-speak or toward ready-to-use palettes that will likely be out-of-step before the book has received its first coffee stain. Color For Designers leans in neither direction, instead choosing to simply tell it like it is while bringing home the timeless thinking behind effective color selection and palette building.

In this fundamental guide to understanding and working with color, bestselling author Jim Krause starts out by explaining the basics with an introduction to the color wheel, hue, saturation, value, and more. He then dives deeper into the practical application of color with instruction on how to alter hues, create palettes, target themes, paint with color, use digital color, and accurately output your colorful creations to print.

The book is set up in easy-to-digest spreads that are straight-to-the-point, fun to read, and delightfully visual. Color For Designers—releasing on the heels of its companion volume, Visual Design—is the second book in the New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals.

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This [D.O.W.N.L.O.A.D] Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of [D.O.W.N.L.O.A.D] Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry [D.O.W.N.L.O.A.D] Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This [D.O.W.N.L.O.A.D] Color for Designers: Ninety-five things you need to know when choosing and using colors for layouts and illustrations (Creative Core) having great arrangement in word and layout, so you will not really feel uninterested in reading.